

Message Text

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14

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W
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R 210952Z SEP 76
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 3626

UNCLAS BANGKOK 26285

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: WTDR/FTI - SUKSAPAN PANIT

REF: USDOC 14674

1. THAILAND 2. CNTRY CODE: 549 3. SER. NO: N/A
4. SUKSAPAN PANIT
- 4A. CODE: K
5. 9 RAJDAMNERN AVENUE
6. BANGKOK, THAILAND
7. ESTABL: 1954 8. EMPL: NA 9. SIZE: (18-X) VERY LARGE
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN
ORDER OF IMPORTANCE: LOCAL.
12. RPT. DATE: 9/76
- 13A. 27300/135 - RETL. DIST. IMP. OF BOOKS.
- 13B. 26490/135 - RETL. DIST. IMP. OF STATIONERY.
- 13C. 39490/135 - RETL. DIST. IMP. OF MUSICAL INSTRUMENTS AND PARTS.
- 13D. 38110/135 - RETL. DIST. IMP. OF LABORATORY EQUIPMENT.
- 13E. 26210/135 - RETL. DIST. IMP. OF PAPER.
14. CONTACT: KAMTHORN SATHIRAKUL TITLE: DIRECTOR.
15. CABLE: N/A 16. TELEX: N/A 17. TEL. 2815044
18. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK;
SIAM COMMERCIAL BANK LTD., 1060 NEW PETCHBURI ROAD, BANGKOK.
19. TRADE REFS: N/A
20. AGENCY REP: N/A
21. SUBJECT FIRM IS PART OF THE KURU SAPHA BUSINESS ORGANIZATION
WHICH WAS ESTABLISHED IN 1954 UNDER THE MINISTRY OF EDUCATION AS A
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RESULT OF THE MERGER OF SUKSAPHAN PANIT AND KURU SAPHA PRESS. IT

IS A STATE ENTERPRISE, BUT HAS RECEIVED NO GOVERNMENT FUNDING AT ANY TIME. THE FIRM, WHICH OPERATES FROM A VERY LARGE FACTORY, PUBLISHES BOOKS, AND DISTRIBUTES TEXTS, SPORTS EQUIPMENT AND UNIFORMS AND A WIDE RANGE OF EQUIPMENT, ALL USED IN SCHOOLS. SUBJECT FIRM PRODUCES 60 TO 65 PERCENT OF THE KINGDOM'S SCHOOL BOOKS AND ITS OUTPUT NORMALLY INCREASES 10 TO 15 PERCENT ANNUALLY. PRESENTLY THIS ORGANIZATION OPERATES SEVERAL ULTRA-MODERN PRINTING OPERATIONS, ALL LOCATED IN AN 18 ACRE PLOT OF LAND AT LADPRAO, A SUBURB OF BANGKOK, WHICH INCLUDES 10 ROTARY OFFSET PRINTING PRESSES, 40 OFFSET PRINTING PRESSES, AND MORE THAN 100 LETTER PRESSES. IT EMPLOYS ABOUT 2,000 WORKERS. IN ADDITION, SUBJECT FIRM ALSO OWNS ONE GARMENT FACTORY, ONE CLOTHES LABEL MANUFACTURING PLANT, AND TWO RETAIL STORES. IT IMPORTS AND DISTRIBUTES TEXTBOOKS, PAPER STATIONERY, SCIENTIFIC EQUIPMENT, EDUCATIONAL AID KITS, SPORTING GOODS AND MUSICAL INSTRUMENTS. ITS PRODUCTS ARE MAINLY DISTRIBUTED BY MORE THAN 200 AGENTS IN 68 PROVINCES IN THAILAND, AS WELL AS RETAIL SALES THROUGH ITS STORES IN BANGKOK CITY. FIRM'S ANNUAL SALES WERE REPORTED TO BE ABOUT \$20 MILLION IN 1975. UNDER THE ENERGETIC MANAGEMENT OF MR. KAMTHORN SATHIRAKUL FOR MORE THAN 20 YEARS, THE BUSINESS IS SOLIDLY RUN. A LOCAL BANK REPORTS FAVORABLY ON THE SUBJECT FIRM; IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT APPROVED BY: JAMES H. SAVERY

AT: AMEMBASSY BANGKOK

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Message Attributes

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